

Message Text

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ACTION EB-11

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E. O. 11652: N/A

TAGS: BEXP, CO

SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REF: STATE 128397

1. SUMMARY. PILOT COMMERCIAL PROGRAM FOR COLOMBIA IS IN FINAL DRAFT STAGE IN WASHINGTON. AS REQUESTED REFTEL, FOLLOWING IS MERELY BRIEF SUMMARY OF SOME OF PROGRAM'S PRIORITY COMMERCIAL OBJECTIVES FOR FY 1974. FULL PROGRAM COMPRISES SWEEPING REORGANIZATION OF FUNCTIONS IN ECONOMIC/COMMERCIAL SECTION IN PROTOTYPE EFFORT TO ACHIEVE GREATER COMMERCIAL RETURNS. END SUMMARY.

2. OBJECTIVE ONE: ESTABLISH MARKET ANALYSIS UNIT (MAU).
ACTION ONE: WRITE JOB DESCRIPTIONS FOR FOUR NEW LOCAL POSITIONS (THREE PROFESSIONAL, ONE CLERICAL) AND RECRUIT BEST AVAILABLE PERSONNEL. ACTION TWO: PREPARE GOOD VOLUME OF SHORT BUT RELEVANT MARKET STUDIES AND AN INCREASED NUMBER OF TRADE OPPORTUNITIES IN FY 1974. ACTION THREE: ON BASIS OF THESE MARKET STUDIES RECOMMEND PRODUCT THEMES FOR FUTURE TRADE PROMOTION PROJECTS.

OBJECTIVE TWO: WIN AWARD OF CONTRACT FOR PLANNED TUMACO OIL REFINERY AND EXPANSION OF EXISTING BARRANCABERMEJA REFINERY.

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ACTION ONE: AS TENDERS ARE ISSUED, PROVIDE ASSISTANCE TO PREQUALIFIED

US BIDDERS IN GATHERING INFORMATION USEFUL FOR PREPARING BIDS AND IN MAKING INFLUENTIAL COLOMBIAN CONTACTS. ACTION TWO: KEEP USDOC AND EXIMBANK INFORMED OF BUYER'S (ECOPETROL) FINANCING REQUIREMENTS, TRAVEL PLANS OF KEY ECOPETROL EXECUTIVES, AND ACTIVITIES OF NON-US COMPETITORS. OBJECTIVE THREE: WIN AWARD FOR MULTIMILLION DOLLAR CONTRACT TO SUPPLY AIR TRAFFIC CONTROL EQUIPMENT AND NAVIGATIONAL AIDS. ACTION ONE: KEEP USDOC AND US INDUSTRY INFORMED OF LIKELY DATES AND PROCEDURES FOR ISSUANCE OF NEW TENDERS. ACTION TWO: IF NEW TENDERS ARE IN FACT ISSUED DURING REMAINING YEAR OF PASTRANA ADMINISTRATION (AN OPEN QUESTION), PROVIDE SERVICES SIMILAR TO THOSE OUTLINED IN ACTION TWO, OBJECTIVE TWO.

OBJECTIVE FOUR: INCREASE U.S. SHARE OF PRINTING AND GRAPHIC ARTS EQUIPMENT MARKET. ACTION ONE: TRADE MISSION AND SEMINAR SCHEDULED FOR BOGOTA AND CALI IN NOVEMBER, 1973. EFFORTS BEFORE AND AFTER MISSION BY COMMERCIAL STAFF AND CONSULATE TO ENSURE THAT MISSION PAYOFF IS MAXIMIZED.

OBJECTIVE FIVE: INCREASE U.S. SHARE OF ANALYTICAL AND PROCESS INSTRUMENTATION MARKET. ACTION ONE: EXHIBITION AND SEMINAR AT INDUSTRIAL UNIVERSITY OF SANTANDER, POSSIBLY IN NOVEMBER OR DECEMBER,

1973. ACTION TWO: TRADE MISSION-SEMINAR IN APRIL, 1974.

OBJECTIVE SIX: INCREASE U.S. SHARE OF TEXTILE MACHINERY MARKET.

ACTION ONE: PROMOTE ATTENDANCE OF COLOMBIAN TEXTILE MANUFACTURERS AT AMERICAN TEXTILE MACHINERY EXHIBITION IN GREENVILLE, SOUTH CAROLINA. ACTION TWO: TRADE MISSION-SEMINAR IN JUNE, 1974.

OBJECTIVE SEVEN: PERSUADE OUR COMPETITORS TO DESIST FROM EXTENSION OF MIXED

CONCESSIONAL AND COMMERCIAL CREDITS FOR COMMERCIAL PROJECTS.

ACTION ONE: KEEP WASHINGTON INFORMED OF SUCH OFFERS BY OUR COMPETITORS. ACTION TWO: ENCOURAGE WASHINGTON TO TAKE CONCERTED ACTION ON PROBLEM WHICH IS NOT UNIQUELY COLOMBIAN.

3. RESOURCE RE-ALLOCATION: ACTION ONE: ASSIGN ONE ECONOMIC/ COMMERCIAL OFFICER (EXISTING POSITION) TO HEAD UP MARKET ANALYSIS UNIT

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DESCRIBED ABOVE. ACTION TWO: DROP CERP REQUIREMENT FOR ANNUAL TRADE OUTLOOK REPORT BY COMMERCIAL ATTACHE, SINCE ESSENTIAL INFORMATION IS ALREADY PROVIDED IN ECONOMIC TREND REPORTS. ACTION THREE: MAKE FOLLOWING CERP REPORTS BIENNIAL INSTEAD OF ANNUAL: A MINERALS; IRON AND STEEL; CHEMICALS. WHITE

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